



Role-Play Scenarios for ICSC 2024

The product company for ICSC 2024 is [DLL Financial Services](https://www.dll.com). Specifically, students will be representing DLL's Clean Technology Division selling financing solutions for green-related technology. This primarily involves DLL helping an organization to finance green technology that they purchase from manufacturers. The situation described below is fictitious. To be CLEAR, the prospect does NOT have the issues described below. However, the companies and people involved are real and information found on LinkedIn or other web sites is accurate and may be of value in making a sale and winning this competition. The entire role-play competition is based upon a potential sale to Tom James: <https://www.tomjames.com>.

Rounds 1A and 1B: Needs Identification sales meeting with a new prospective company. (Thursday - 15 minutes)

Wild-Card Rounds WC-A and WC-B: Needs Identification sales meeting – a repeat of Round 1 (with some changes) for those who do not advance from Round 1. (Thursday - 15 minutes)

Round 2, Round 3 and Round 4 (the Final Round) are a succession of meetings to completely define the needs of the prospect and seek a final “buy” decision. Friday/Saturday (20 minutes).

At the end of each round, a document will be released that summarizes the facts and needs that should have been uncovered in the prior round. This will allow all competitors moving on to the next round to start from the same point of reference.

Important Note to Competitors and Coaches:

ICSC attempts to provide as realistic a role-play situation as possible. Similar to a real selling situation, the salesperson needs to learn about the product being sold, learn about the individuals in the meetings, learn about the prospect's company and even that company's customers. In addition, all ICSC role-play situations take place on a world-stage, so a basic understanding of current world events is always helpful.

Acknowledgements:

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Disclaimer: The businesses and individuals described in this scenario are real. However, the described actions of these individuals and the specific facts and circumstances contained in this document are purely fictitious and were developed for educational purposes and to facilitate competition at ICSC. The problems, situations and any comments or remarks made in this document or by participants during the ICSC do not represent reality and do not reflect the views, opinions or facts about any actual organization.



ICSC 2024 Round 1 Scenario

You recently started working for DLL as a Business Development Manager. Your responsibilities include seeking new, qualified leads that you will pass on to your DLL Sales Manager for continued solicitation within a prescribed territory. This is the perfect way to learn about DLL, the industry in general and the people you would eventually be selling to.

You have done such an excellent job that your sales mentor, Dave Ingram, wants you to start working a few of your own leads from start to finish. Dave recently received a lead from someone he met at a sales competition and wants you to follow up on it. The person he met was Tori (Tory) Allen, Campus Recruiting Manager for Tom James Company: <https://www.linkedin.com/in/tori-allen-6402a8122/>.

Tori (Tory) mentioned that the Tom James Company has a manufacturing facility in Chile and the company was trying to make several eco-friendly changes. Tori (Tory) didn't have much detail on what was needed, but said it was going to have a large price tag. This sounds like an opportunity to sell DLL's Clean Technology Division financing services to help Tom James Company with this green technology acquisition.

Dave said he did not have enough time to get any more details, so he suggested that you follow up with Tori (Tory) and set up a meeting to see if this is a viable opportunity for selling DLL's Clean Technology financing services. You reached out and connected with Tori (Tory) on LinkedIn. Tori (Tory) agreed to meet with you for 15 minutes on Thursday morning to learn more about DLL.

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ICSC 2024 Wild-Card Round Scenario

NOTE:

For this Wild-Card round, make NO assumptions from your experience in Round 1 regarding the needs or objections you have already experienced. Some of the information you will encounter in this Wild-Card round will be different from Round 1.

To be clear, the Wild-Card round is a complete do-over of Round 1, and thus you have NOT met with anyone from Tom James Company yet.

Everything on the prior page is still relevant with the addition as described below:

The day before the scheduled meeting you received an email from Tori (Tory) Allen stating that an unexpected trip came up and it would not be possible to make the morning meeting on Thursday. However, Ryden (Riden) Bell was available and would be willing to meet with you on Thursday afternoon instead. So, you looked up Ryden (Riden) on LinkedIn to prepare for the meeting:
<https://www.linkedin.com/in/charlottesuits/>.

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